

ORDER

**KSDK**

Orders

Order / Rev: 707656

Alt Order #:

Product Desc: McCaskill for Senate 2012 :30's

Estimate: 11634

Flight Dates: 08/20/12 - 08/26/12

Original Date / Rev: 08/20/12 / 08/20/12

Order Type: Political

Primary AE: Local House

Sales Office: KSDK

Sales Region: LOC

Agency

Name: Media Strategies & Research/ POL

Buying Contact:

Billing Contact:

9990 Lee Hwy #210

Fairfax, VA 22030

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

Advertiser

Name: McCaskill, C/ D/ Senate

Demographic: A25-54

Product Codes: PL-US Senate

Priority: P-2

Revenue Codes: AGY, GEN, POL

New Business Thru:

Order Separation: 00:15:00

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	44	\$31,900.00	\$27,115.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	44	\$31,900.00	\$27,115.00	0.00
Totals	44	\$31,900.00	\$27,115.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Local House			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSDK	40%	\$31,900.00
Market	100%	\$79,750.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KDNL	0%	\$0.00
KETC	0%	\$0.00
KMOV	0%	\$0.00
KNLC	0%	\$0.00
KPLR	0%	\$0.00
KTVI	0%	\$0.00
UNKWN	60%	\$47,850.00
WHSL	0%	\$0.00
WPXS	0%	\$0.00
WRBU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KSDK	08/20/12	08/26/12	M-F 5-6A 5-6a	CM	5-6A	11111--	:30	5	\$375.00	P-2	0.00	NM	5	\$1,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	11111--			5		\$375.00		0.00				
2	KSDK	08/21/12	08/23/12	M-F 6-7A 6-7a	CM	6-7A	-111---	:30	3	\$750.00	P-2	0.00	NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

Order / Rev: 707656
 Alt Order #:
 Flight Dates: 08/20/12 - 08/26/12

Advertiser: McCaskill, C/ D/ Senate
 Product Desc: McCaskill for Senate 2012 :30's
 Estimate: 11634

KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
2	KSDK	08/21/12	08/23/12	M-F 6-7A 6-7a	CM	6-7A	- 111 - - -	:30	3	\$750.00	P-2	0.00	NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	- 111 - - -					3	\$750.00		0.00			
N 3	KSDK	08/20/12	08/26/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	11222 - -	:30	8	\$600.00	P-2	0.00	NM	8	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	11222 - -					8	\$600.00		0.00			
4	KSDK	08/25/12	08/25/12	SAT TDY NBC Today Show (Sa)	CM	7-9A	- - - - - S -	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	- - - - - S -					1	\$600.00		0.00			
5	KSDK	08/26/12	08/26/12	Sun 9a Sun 9-10a	CM	9-10A	- - - - - S	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	- - - - - S					1	\$350.00		0.00			
6	KSDK	08/21/12	08/21/12	M-F 9-10A NBC Today Show II 9-10A	CM	9-10A	- T - - - - -	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	- T - - - - -					1	\$200.00		0.00			
7	KSDK	08/23/12	08/23/12	M-F 10-11A News at 10am	CM	10-11A	- - - T - - -	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	- - - T - - -					1	\$150.00		0.00			
8	KSDK	08/20/12	08/20/12	M-F Noon News Noon News	CM	12-1230p	M - - - - -	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	M - - - - -					1	\$300.00		0.00			
9	KSDK	08/24/12	08/24/12	M-F 1230-1p Show Me St. Louis	CM	1230-1p	- - - - F - -	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	- - - - F - -					1	\$175.00		0.00			
N 10	KSDK	08/24/12	08/24/12	M-F 3-4p Ellen	CM	3-4p	- - - - F - -	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	- - - - F - -					1	\$500.00		0.00			
11	KSDK	08/21/12	08/26/12	M-F 430-5p Jeopardy	CM	430-5p	- 1 - 11 - -	:30	3	\$525.00	P-2	0.00	NM	3	\$1,575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	- 1 - 11 - -					3	\$525.00		0.00			
N 12	KSDK	08/20/12	08/23/12	M-F 4P News News 5 at Four	CM	4-430P	1 - - 1 - - -	:30	2	\$450.00	P-2	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	1 - - 1 - - -					2	\$450.00		0.00			
13	KSDK	08/20/12	08/23/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	1111 - - -	:30	4	\$1,050.00	P-2	0.00	NM	4	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	1111 - - -					4	\$1,050.00		0.00			
14	KSDK	08/21/12	08/24/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	- 11 - 1 - -	:30	3	\$1,125.00	P-2	0.00	NM	3	\$3,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	- 11 - 1 - -					3	\$1,125.00		0.00			
15	KSDK	08/25/12	08/25/12	Sat 6p News Channel 5 at 6P Sat	CM	6-630P	- - - - - S -	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	- - - - - S -					1	\$600.00		0.00			
16	KSDK	08/21/12	08/23/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P	- 1 - 1 - - -	:30	2	\$1,300.00	P-2	0.00	NM	2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

Order / Rev: 707656
 Alt Order #:
 Flight Dates: 08/20/12 - 08/26/12

Advertiser: McCaskill, C/ D/ Senate
 Product Desc: McCaskill for Senate 2012 :30's
 Estimate: 11634

KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
16	KSDK	08/21/12	08/23/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P	- 1- 1- - -	:30	2	\$1,300.00	P-2	0.00	NM	2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/20/12	08/26/12	- 1- 1- - -		2			\$1,300.00			0.00			
17	KSDK	08/25/12	08/25/12	630-7P Wheel Sat 630-7P Wheel of Fortune Sat	CM	630-7P	- - - - - S-	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/20/12	08/26/12	- - - - - S-		1			\$450.00			0.00			
18	KSDK	08/22/12	08/22/12	Wed Prime B AGT	CM	8-9P	- - W- - - -	:30	1	\$3,375.00	P-1	0.00	NM	1	\$3,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/20/12	08/26/12	- - W- - - -		1			\$3,375.00			0.00			
19	KSDK	08/25/12	08/25/12	Sat Prime C Law & Order: SVU	CM	9-10P	- - - - - S-	:30	1	\$825.00	P-2	0.00	NM	1	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/20/12	08/26/12	- - - - - S-		1			\$825.00			0.00			
20	KSDK	08/20/12	08/20/12	LN (M-F) LN (M-F)	CM	10-1035p	M- - - - -	:30	1	\$1,650.00	P-2	0.00	NM	1	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/20/12	08/26/12	M- - - - -		1			\$1,650.00			0.00			
21	KSDK	08/22/12	08/24/12	Tonight Show Tonight Show	CM	1035-1137p	- - 1- 1- -	:30	2	\$575.00	P-1	0.00	NM	2	\$1,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/20/12	08/26/12	- - 1- 1- -		2			\$575.00			0.00			
													Totals	44	\$31,900.00